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BZZAGENT, INC. 2005




INTRODUCTION

BzzAgent Inc., that was founded in 2001 by Dave Balter, specializes on “word of mouth” (WOM) marketing that is targeted at coming up with natural customer advocacy. In the year 2005 BzzAgent was to make significant strategic decisions relating to the business model, future growth opportunities and tackling the issue of maintaining its integrity while experiencing tremendous growth.



PROS AND CONS


As the firm grew, it encountered a number of strategic issues, which are stated as follows. First there was a danger of market saturation because more companies started realizing the potential of WOM and expanding into the field.





AVAILABLE STRATEGIES

The key strategic choices available to BzzAgent were to expand the type and number of agents, increase the number of brand clients, or enhance the use of technology to deliver better analytics for consumers and clients. It may also have great possible market growth by going into other countries.





CONCLUSION

BzzAgent, Inc. realized in 2005 significant growth as the pioneer WOM marketing company to face several questions along its path. Maintaining the fundamentals of total transparency, select growth and data driven services, BzzAgent could sustain in a competitive marketing environment and take recourse on the model to achieve steady growth.





RECOMMENDATION

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